

ORDER



Orders
Order / Rev: 691037
Alt Order #: 06179931
Product Desc: NRCC-IE 2012
Estimate: 2602
Flight Dates: 10/05/12 - 10/11/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A25-54
Product Codes: PL-State/Local,IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	52	\$80,600.00	\$68,510.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$80,600.00	\$68,510.00	0.00
Totals	52	\$80,600.00	\$68,510.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/05/12	10/05/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$2,000.00		0.00			
2	WKYC	10/05/12	10/05/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$900.00		0.00			
3	WKYC	10/05/12	10/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$500.00		0.00			
4	WKYC	10/05/12	10/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$1,000.00		0.00			
5	WKYC	10/05/12	10/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$1,800.00		0.00			

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Advertiser: NRCC-IE
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 Estimate: 2602

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/05/12	10/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1		\$1,200.00			0.00			
7	WKYC	10/05/12	10/05/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1		\$2,200.00			0.00			
8	WKYC	10/05/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1		\$1,500.00			0.00			
9	WKYC	10/05/12	10/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1		\$1,600.00			0.00			
10	WKYC	10/05/12	10/05/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1		\$2,800.00			0.00			
11	WKYC	10/08/12	10/08/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$900.00			0.00			
12	WKYC	10/08/12	10/08/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$500.00			0.00			
13	WKYC	10/08/12	10/08/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$1,000.00			0.00			
14	WKYC	10/08/12	10/08/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$1,800.00			0.00			
15	WKYC	10/08/12	10/08/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$1,200.00			0.00			
16	WKYC	10/08/12	10/08/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$2,200.00			0.00			
17	WKYC	10/08/12	10/08/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$1,500.00			0.00			
18	WKYC	10/08/12	10/08/12		CM	730-8p	M-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 730-8p Entertainment Tonight															
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,600.00		0.00			
19	WKYC	10/06/12	10/06/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$2,000.00		0.00			
20	WKYC	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$1,800.00		0.00			
21	WKYC	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$1,200.00		0.00			
22	WKYC	10/07/12	10/07/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS FOLO FB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$2,000.00		0.00			
23	WKYC	10/07/12	10/07/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
BROWNS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$600.00		0.00			
24	WKYC	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,200.00		0.00			
25	WKYC	10/07/12	10/07/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,000.00		0.00			
26	WKYC	10/11/12	10/11/12	M-F 11-1135p Channel 3 News at 11p M-F (11:00 PM-11:35 PM)	CM	11-1135p	---T---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$2,000.00		0.00			
27	WKYC	10/11/12	10/11/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$900.00		0.00			
28	WKYC	10/11/12	10/11/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$500.00		0.00			
29	WKYC	10/11/12	10/11/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$1,000.00		0.00			
30	WKYC	10/11/12	10/11/12		CM	6p-630p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-630p Channel 3 News at 6p															
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$1,800.00		0.00			
31	WKYC	10/11/12	10/11/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$1,200.00		0.00			
32	WKYC	10/11/12	10/11/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---T---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$2,200.00		0.00			
33	WKYC	10/11/12	10/11/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$1,500.00		0.00			
34	WKYC	10/11/12	10/11/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---					1	\$1,600.00		0.00			
35	WKYC	10/09/12	10/09/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----					1	\$2,000.00		0.00			
36	WKYC	10/09/12	10/09/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----					1	\$500.00		0.00			
37	WKYC	10/09/12	10/09/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----					1	\$1,000.00		0.00			
38	WKYC	10/09/12	10/09/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----					1	\$1,800.00		0.00			
39	WKYC	10/09/12	10/09/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----					1	\$1,200.00		0.00			
40	WKYC	10/09/12	10/09/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-T-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----					1	\$2,200.00		0.00			
41	WKYC	10/09/12	10/09/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----					1	\$1,500.00		0.00			
42	WKYC	10/09/12	10/09/12	M-F 730-8p	CM	730-8p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00

